To the Point Board: 9/2/94
Jerry George, Peggy Lauer, Tano Maida, Beau Takahara

Dear Board Members:

We — the Point staff — want to suggest some courses of immediate action to deal with this latest crisis. We're concerned that so little effort has been made to include us in Point operating decisions.

Lapses in financial and operational oversight have left Point deeply in debt, with no believable plan for extricating us from the hole we're in. No purpose is served by enumerating the last year's whims, panics, and about-faces, or by listing the people who have been casually used and hurt. We need to focus on correcting our problems.

The matters aired below should be considered agenda items for the 9/8 meeting.

1. The board needs all the business expertise (and good will) it can find right now. On the strength of his business skills and background in nonprofits and publishing, we support David Katz's nomination to the board.

2. Especially given recent history, we can't volunteer our time in the service of Point Foundation without a voice in deciding what becomes of it. Therefore, we nominate Ruth Kissane, Hacsi Horvath, and Winslow Colwell to the Board of Directors.

3. We need to see the cash flow report. Then we need to talk about rehiring core staff.

4. Board and staff must move quickly to make decisions on the following:

   A. The marketing, advertising, staff, and support questions pertinent to the publication of *WER* 84 and beyond. The staff emphatically supports Ruth Kissane's continued role of editor-in-chief; the other considerations require a lot of work and attention, and now.

   B. A marketing strategy for the *Millennium Catalog*. Again, this is an urgent matter — if we let the Christmas season go by while we sit on our hands, we may be well and truly sunk.

   C. Follow-through on the new projects that have been half-discussed. We must ramp up for these projects before we lose momentum. We must establish Point Foundation's rights to reuse *Catalog* material. This is particularly critical as regards the electronic rights.

Many of us will be in contact to discuss this with you, severally or in bunches, over the next few days. Obviously you can call any of us, But Ruth, Hacsi, or Mike would be the best contacts if you want to say something to all of us.

Sincerely,

The Whole Earth Staff